



# V

Versatile application development  
and multimedia solutions



# A Applications for optimum efficiency

We create custom solutions for clients that add to their productivity and efficiency. Our services allow our customers to perform with maximum efficiency in minimal time. Whether it is a specialized Intranet Reporting System, Order Management System, Inventory Tracking, or a Report Generation System, we create applications that can automate your processes. Our qualified programmers work tirelessly to integrate a wide knowledge of software and web technologies to provide the highest degree of excellence. Needless to say, the applications undergo rigorous testing for quality before they are deemed ready for delivery.

## Application Development Skills

Specifically the Application Development team encompasses the following technology expertise:

C, C++ , ASP, ASP.Net, JavaScript, PHP, JSP, XML, ADO, HTML, DHTML, SQL Server, Oracle, Sybase. Our engineers include Microsoft certified professionals specializing in Microsoft technologies, Data warehousing application architecture, Web application development and maintenance.



## DEVELOPMENT HIGHLIGHTS

- Intranet Reporting System
- Order Management System
- Inventory Tracking System
- Online Reservation System
- Financial Reporting System
- Balanced Scorecard System
- HR and Commissions System
- B-B and B-C Portal
- Software Product Development
- Systems Integration

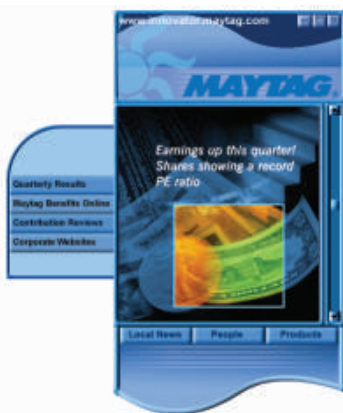
## Our Innovative Products

- ProposalSmartz
- TrafficSmartz
- WebSmartz
- Smart Image Converter
- EmailSmartz

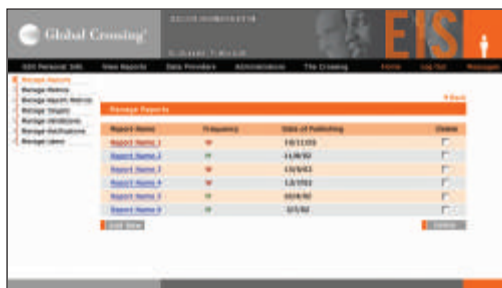
# SAMPLE APPLICATIONS



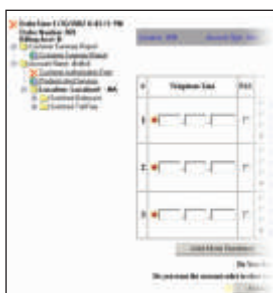
Online Reservation System for the Vineyard Fast Ferry. This system allows real time booking on the ferry.



Centale and Maytag Desktop Players allow the companies to communicate with their audience in multiple formats on a 1 to 1 basis.



Global Crossing's Executive Information System and balanced Scorecard allows for task assigning, reporting, performance, and sales metrics etc.



Mystery Shopping Application.

Merlin is an application designed for a telecommunications company. Managing sales orders, collecting data and transferring it to the appropriate organization for order fulfillment.

# M

## Multimedia solutions for e-learning, applications, presentations and websites

ISO 9001: 2008  
CERTIFIED

ISO/IEC 27001:2005  
CERTIFIED

Microsoft  
GOLD CERTIFIED  
Partner

CMMI  
Level 3

One of our areas of specialization is providing content rich, hi-tech multimedia services to our clients. Whether it is Creative Websites, Tutorials, Brochures, Demos, Business Presentations, Animations, or Multimedia Applications, our team is competent in making these lively and dynamic without losing the crisp professional touch. We leave no stone unturned to meet your specifications and requirements to reach the target audience. Our content writers work closely with the multimedia team to make sure that the content and design are in tune with each other and just apt for your target audience.

### Netsmartz Multimedia Skills

Specifically, the Multimedia team encompasses the following technology expertise:

Macromedia Flash (advanced Action Scripting), Generator, Dreamweaver, Authorware, Fireworks, Macromedia Director, 3D Max, Corel Draw, Adobe Illustrator and Photoshop, Adobe Premiere, Sound Forge, Java Script, GIF Animator

Of course the multimedia projects can be supported by a strong backend powered by ASP, SQL, and Visual Basic programming technologies, if required.

### MULTIMEDIA HIGHLIGHTS

- Creative Websites
- WBTs / CBTs
- Product tours / Demos
- Brochures / Business Presentations
- Intros / Animations
- Multimedia Applications



From top  
Website for CATS Fast Ferry  
[www.catsfastferry.com](http://www.catsfastferry.com)

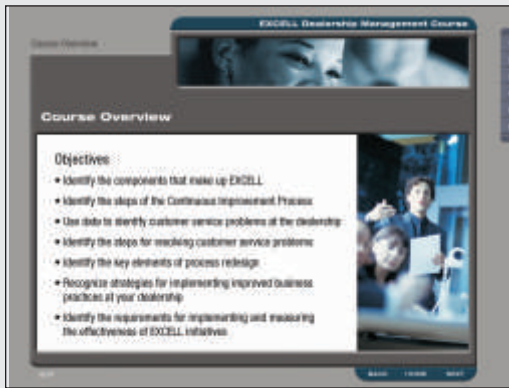
Website for Bill Gray's  
[www.billgrays.com](http://www.billgrays.com)



# SAMPLE MULTIMEDIA PROJECTS



Learning Courses and Objects created for Volvo to train employees on different aspects of the product and corporate culture.



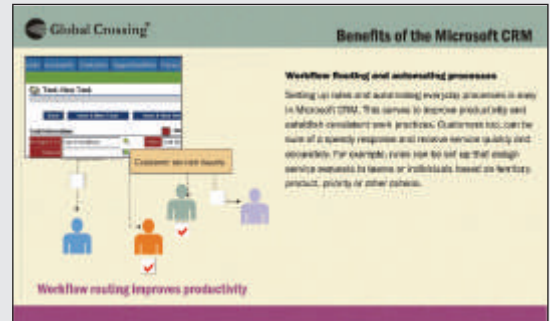
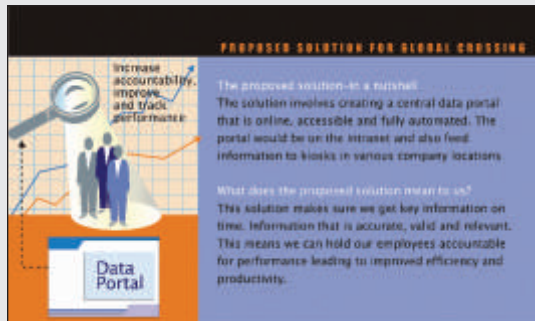
E-learning Courses created for Honda dealers and for educating employees on the corporate philosophy.



Multimedia templates created for Sales Proposal Generation application.



Multimedia presentations and business case development templates.



# A About Netsmartz

Netsmartz is headquartered in Rochester, N.Y. We also have an offshore development facility in India that provides us the ability to work on projects 24X5. With a parallel development cycle in the US and India, we provide high quality, low cost solutions and enjoy a reputation for extremely fast turnarounds.

We also have multiple marketing offices in Europe and U.S.A. Our offerings include exciting multimedia content, custom software development, software outsourcing, software consultancy, e-marketing, hosting and website design.

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CERTIFIED**



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GOLD CERTIFIED**  
*Partner*



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